

2016 Annual Report



Turtle Mountain Scenic Byway

**Photos are credited to Obsessed Photographers Group and the North Dakota Scenic Byway Program.*

Table of Contents

NDDOT Letter...page 2

Byway & Backway Reports

- ◆ *Chan SanSan Scenic Backway*...page 3
- ◆ *Des Lacs National Wildlife Refuge Scenic Backway*...page 4
- ◆ *Killdeer Mountain Four Bears Scenic Byway*...page 5
- ◆ *Old Red Old Ten Scenic Byway*...page 6
- ◆ *Rendezvous Region Scenic Backway*...page 7
- ◆ *Sakakawea Scenic Byway*...page 8
- ◆ *Sheyenne River Valley National Scenic Byway*...page 9
- ◆ *Standing Rock National Native American Scenic Byway*...page 10
- ◆ *Theodore Roosevelt National Park North Unit Scenic Byway*...page 11
- ◆ *Turtle Mountain Scenic Byway*...page 12

Byway & Backway Logos...page 13

Byway & Backway Program State and Federal Contacts...page 14

Byway & Backway Leader Contacts...page 15

North Dakota Scenic Byway Program

State Scenic Byway Program Coordinator Report

By: Kevin Stankiewicz

Greetings,

As I did last year, I included the NDDOT letter found on page 2, with the annual report. Funding for the North Dakota Scenic Byway Program is scheduled to end on June 30, 2017.

North Dakota has a distinct collection of 10 scenic byways and two are nationally designated. Each byway exhibits a unique scenic and natural view of North Dakota's landscape. Collectively, the byways provide an understanding of North Dakota's history and culture, along with offering numerous recreational opportunities.

My suggestion is to take care of and preserve the things we have. Development, growth, and change are inevitable; yet, with a strong foundation and a collaboration of minds and will, continued success can be achieved.

Over the last 20 years, the byway leaders, past and present, have encompassed this mindset. Their tireless efforts, put forth during the infancy of the program to develop the program and their respective byways, still continues today. From leveraging funds for local projects to installing directional signage to organizing community events to developing promotional material, the roles and responsibilities are endless. And these efforts are all a part of a bigger program, tourism.

Tourism is a compilation of many customers, restaurants, hotels, and the list goes on. It is important to remember that scenic byways are one of the many customers. The byways provide added value with economic benefits and quality of life benefits to surrounding communities and to the entire state of North Dakota.

Thank you to all the byway leaders for your passion and perseverance! Let's see where the road takes us in 2017...



North Dakota Department of Transportation

Grant Levi, P.E.
Director

Jack Dalrymple
Governor

June 26, 2015

Mr. Mark Zimmerman, Director
North Dakota Parks and Recreation
1600 East Century Avenue, Suite 3
Bismarck, ND 58503

STATE SCENIC BYWAYS PROGRAM

The North Dakota Department of Transportation (NDDOT) and North Dakota Parks & Recreation Department (ND Parks & Rec) have been working together since 1996 to administer the Scenic Byways Program which was originally authorized under ISTEA, then under TEA-21, and again in SAFETEA-LU. Working together we have successfully established two nationally designated byways and eight state byways.

As you know SAFETEA-LU was replaced by MAP-21 on July 6, 2012. Unfortunately, MAP-21 no longer recognized the Scenic Byways Program as an eligible program. Since the NDDOT had some remaining TE funding (old funds, old rules), we continued to fund the Scenic Byways Program. Unfortunately, the TE funds are almost depleted. We have enough remaining TE funds to fully fund the Scenic Byways Program for one more biennium (2015-2017). However, after this we will no longer have the ability to provide funding for this important program.

Enclosed you will find a contract for the upcoming 2015-2017 biennium to continue the Scenic Byways Program. If you are agreeable to the terms, please sign the agreement and return to the NDDOT for final signature. Once we receive final signature, we will authorize the funding to continue the program.

We appreciate the partnership we formed and the working relationship we have developed over the years. If in future highway bills the rules change, we will revisit the program with you.

A handwritten signature in cursive script that reads "Grant Levi".

GRANT LEVI, P.E., DIRECTOR

56/sss/sas
Enclosure

608 East Boulevard Avenue • Bismarck, North Dakota 58505-0700
Information: 1-855-NDROADS (1-855-637-6237) • FAX: (701) 328-0310 • TTY: 711 • www.dot.nd.gov

Byway & Backway Reports

The following information was gathered from the annual reports submitted by each Byway and Backway leader.

Chan SanSan Scenic Backway

Completed by: Sonya Albertson, Backway Coordinator

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered by LaMoure County via county commissioners.

CORRIDOR MANAGEMENT

County: LaMoure

State designation: 2001

#1 intrinsic quality: Scenic

#2 Intrinsic quality: Historic



MARKETING

What are your marketing plans for 2017?

- Design a Facebook page and distribute our brochures to motels, restaurants, gas stations, and other businesses in the area.

VISITOR EXPERIENCE

List at least one annual event that increased the number of visitors to your backway?

- Hot Rod Club Run and Car Show.
- Grand Rapids Pioneer Picnic.
- Toy Farmer Toy Show.

GOALS AND IMPROVEMENTS

List your goals for 2016 and indicate whether or not they were met.

- Distributed brochures to area businesses.
- Purchased directional signs for points of interest.
- Created a portfolio of photos to be used in advertising and brochures.
- Another geocache was placed along the backway.

What are your goals for 2017?

- Redesign and update brochures.
- Put brochures in rest area distribution program.
- Create a Facebook page.
- Increase information at the three kiosks on the backway
- Put up more "barn quilts" along the backway. We now have six.

List infrastructure improvements that have benefited your backway?

- New RV park in Adrian at north end of backway.
- New church built at LaMoure County Memorial Park close to interpretive panels.

PROGRAM ASSESSMENT

List any immediate concerns or challenges you have with your backway.

- More volunteers are necessary, and an active interest from city government and business leaders.



Des Lacs National Wildlife Refuge Scenic Backway



Completed by: Marissa Haase, Generalist
On behalf of Chad Zorn, Refuge Manager

ORGANIZATIONAL DEVELOPMENT

- Federal; National Wildlife Refuge.
- 20 Volunteers—the numbers have increased.

CORRIDOR MANAGEMENT

County: Ward

State designation: 2000

Primary intrinsic quality: Natural

MARKETING

Describe your marketing efforts for 2016.

- Kenmare News and Minot Daily News.

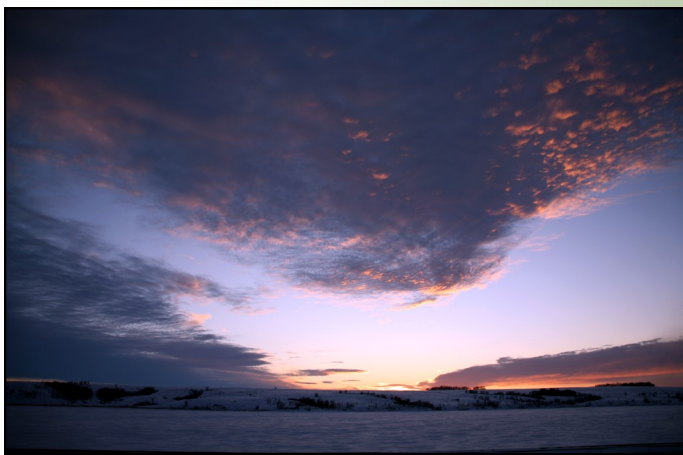
VISITOR EXPERIENCE

List annual events held along or in the vicinity of your backway that increase the number of visitors to your backway area.

- Greenwing Days at boat dock day use area.

If available, provide any feedback given by travelers about their backway experience.

- Great day for the kids!



ECONOMIC IMPACT.

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a backway stakeholder?

- Becoming more involved.

Based on your previous response, what efforts are being done to obtain this type of involvement along your backway?

- We continue to work with community leaders in an effort to get the public involved with activities at the refuge.

GOALS & IMPROVEMENTS

List your goals for 2016 and indicate whether or not they were met.

- New interpretive panels at the office kiosk.
- New byway signs were also put up.

What are your goals for 2017?

- New signage to be added as needed.



Killdeer Mountain Four Bears Scenic Byway

Completed by: Carie Boster, Director Dunn County JDA

ORGANIZATIONAL DEVELOPMENT

- Jobs Development Authority.
- 1 volunteer.

List relevant conferences attended by your byway in 2016:

- ND Tourism Summit.

CORRIDOR MANAGEMENT

Counties: Dunn, McKenzie, Mountrail

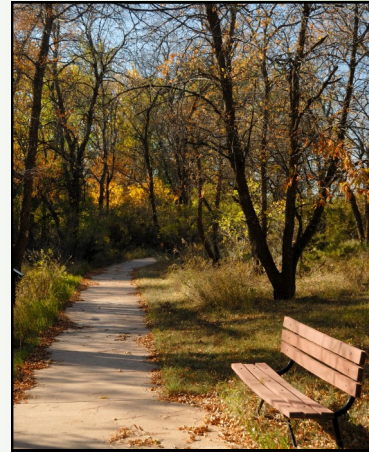
State designation: 1997 Extension: 2000

#1 intrinsic quality: Scenic #2 intrinsic quality: cultural

MARKETING

Describe your marketing efforts for 2016. Was there any one idea that significantly impacted the number of visitors to your area?

- Listed on local and state tourism websites.
- Rest area brochure rack.
- Promotion through the Three Affiliated Tribes.



VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your byway area.

- Oldest ND PRCA Rodeo held in Killdeer every July.

ECONOMIC IMPACT

What efforts are being made to encourage involvement along your byway?

- Looking at creating a Chamber of Commerce that will have a tourism committee to promote the Byway.



GOALS AND IMPROVEMENTS

What are your goals for 2017?

- Establish and pursue marketing goals with stakeholders.

PROGRAM ASSESSMENT

Describe concerns or challenges facing your byway.

- Lack of staff and marketing funds continue to be challenges.

Old Red Old Ten Scenic Byway

Completed by: Terri Thiel, Director Dickinson CVB

ORGANIZATIONAL DEVELOPMENT

- 501c3.
- 8 volunteers.

List conferences attended in 2016.

- ND Travel Industry Conference.

CORRIDOR MANAGEMENT

Counties: Morton, Stark

State designation: 2008

#1 intrinsic quality: Historic **#2 intrinsic quality:** Scenic

Describe any significant changes or updates to your Corridor Management Plan.

- Large metal confidence signs (24") were erected along the byway in Morton County.

MARKETING

Describe your marketing efforts for 2016.

- The Annual Old Red Trail Rummage Sale brings the largest and most diverse group of people to the byway each year. And advertising on Facebook has helped inform the public.

What marketing plans do you have for 2017?

- 1/6 page 4 color print ad in the 2017 ND Travel Guide.
- ORT rummage sale: local print ads, radio, and Facebook event postings.

VISITOR EXPERIENCE

List at least one annual event that increased the number of visitors to your byway.

- Old Red Trail rummage sale, held the first Saturday in June.

If available, provide any visitor feedback you have received.

- Very positive feedback on Facebook for the Old Red Trail Rummage Sale.
- Those who have come in from traveling it, had positive comments.

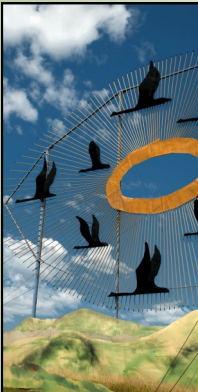
ECONOMIC IMPACT

Are communities and businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder or supporter?

- Less involved.

Based on your previous response, what efforts are being made to encourage involvement along your byway?

- Annual presentations to City Council Members and County Commissioners for awareness and annual funding requests.



GOALS & IMPROVEMENTS

List your goals for 2016 and indicate whether or not they were met.

- Updated confidence signage was completed.
- Stark County repaved Highway 10 for improved road conditions.

List your goals for 2017.

- Provide better food vendors for the ORT rummage sale and seek additional funding.

List infrastructure improvements or projects that have benefited your byway.

- Updated and installed larger confidence signs in Morton County.
- Flashing yellow caution lights were installed before the railroad bridge at Richardton.



Rendezvous Region Scenic Backway

Completed by: Rachel Morrison, Cavalier Area Chamber of Commerce

ORGANIZATIONAL DEVELOPMENT

- Chamber of Commerce

CORRIDOR MANAGEMENT

Counties: Pembina, Cavalier

State designation: 1996 **Extension:** 2010

Primary intrinsic quality: Recreational

MARKETING

Describe your marketing efforts in 2016:

- Magazine ads and Backway maps.

What are your marketing plans for 2017:

- Red River Regional Council will be doing a market strategy for the area in 2017, which includes the backway.



VISITOR EXPERIENCE

List annual events that increased the number of visitors to your backway:

- The annual Cavalier Motorcycle Ride-In took in some visitors along the byway.

If available, provide any feedback given by travelers about their backway experience:

- We received some positive feedback.



ECONOMIC IMPACT

Are communities and businesses becoming more or less involved, more or less interested, or remaining the same as far as their desire to be a backway stakeholder or supporter?

- The community is remaining the same as supporters.



GOALS & IMPROVEMENTS

Describe your goals for the backway:

- The goal is to increase marketing.

Sakakawea Scenic Byway

Completed by: David Borlaug, Committee Chairman

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via the Lewis & Clark Fort Mandan Foundation.
- 14 volunteers.

List conferences attended in 2016.

- Various state and regional tourism conferences.

CORRIDOR MANAGEMENT

Counties: McLean, Oliver, Mercer

State designation: 2005

#1 Intrinsic quality: History

MARKETING

Describe your marketing efforts for 2016.

- Ongoing marketing of Lewis & Clark Interpretive Center, Fort Mandan and Knife River Indian Villages NHS.



VISITOR EXPERIENCE

If available, provide any visitor feedback you have received.

- Very positive responses from visitor log at Lewis & Clark Interpretive Center and Knife River Indian Villages.

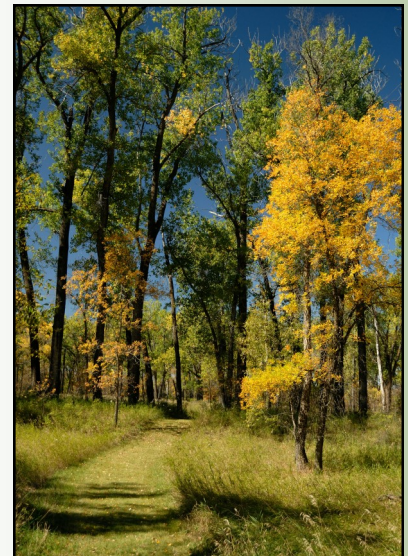
ECONOMIC IMPACT

Are communities and businesses becoming more or less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder or supporter?

- About the same.

Based on your previous response, what efforts are being made to encourage involvement along your byway?

- Plans to re-engage with communities in 2017.



Sheyenne River Valley National Scenic Byway

Completed by: Mary Lee Nielson, Byway Marketing Coordinator



ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via SRVSB Foundation.
- 25 volunteers.

List all conferences attended by your byway members.

- ND Tourism Conference.
- Rocky Mountain International Conference.
- Good Sam ND Gathering.
- EDND Conference.

MARKETING

Describe your marketing efforts for 2016.

- Digital advertising on ND Tourism webpage.
- Educated European tour operators about our area.

CORRIDOR MANAGEMENT

Counties: Barnes, Ransom

State designation: 1997 **National Designation:** 2002

#1 intrinsic quality: Historic **#2 intrinsic quality:** Scenic

What marketing plans do you have for 2017?

- More digital advertising in co-op with ND Tourism and AAA, plus the regular ads in Travel Guide, Explore the Sheyenne.
- Update Facebook on a weekly basis.

VISITOR EXPERIENCE

List at least one annual event that increased the number of visitors to your byway.

- SVACA arts and crafts festival.

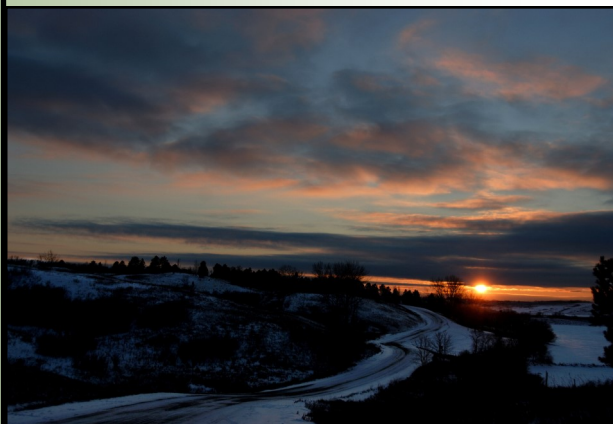
ECONOMIC IMPACT

Are communities and businesses becoming more or less involved as far as their desire to be a byway supporter?

- More. Lisbon is more interested with a new economic development person.

What efforts are being made to encourage involvement along your byway?

- Forwarding more invites to webinars to promote byway and develop itineraries.



GOALS & IMPROVEMENTS

List your goals for 2016 and indicate whether or not they were met.

- Work on Talking Trails for 5 sites.

List infrastructure improvements or projects that have benefited your byway.

- Fort Ransom State Park added two yurts and a new visitor center.

PROGRAM ASSESSMENT

List any immediate concerns or challenges you have with your byway.

- Sustainability and succession planning.

Standing Rock National Native American Scenic Byway

Completed by: Pamela Ternes, Byway Coordinator

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via Sitting Bull College.
- 5 volunteers.



CORRIDOR MANAGEMENT

Counties: Sioux (North Dakota), And Corson (South Dakota)

State designation: 2001

National designation: 2005

#1 intrinsic quality: Cultural/Historic

#2 intrinsic quality: Natural

MARKETING

Describe your marketing efforts for 2016 and identify if you are aware of any immediate impact.

- Ongoing distribution of visitor guide at the visitor center and various locations.

What marketing plans do you have for 2017?

- Update and reprint the Standing Rock Byway Visitor Guide. Replace interpretive panels at visitor information sites.

VISITOR EXPERIENCE

List annual events held along or in the vicinity of your byway that increase the number of visitors to your byway area.

- Ongoing cultural events at the Sitting Bull Visitor Center, such as native art classes and symposiums.

ECONOMIC IMPACT

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- More involved.

Based on your previous response, what efforts are being done to obtain this type of involvement along your byway?

- Ongoing events and meetings being held at the Visitor Center have significantly increased awareness about Standing Rock and the scenic byway. The Center is becoming a focal point for cultural art workshops and historic, cultural, and art community meetings. For example, Turnaround Arts recently held a meeting at the Visitor Center to discuss cooperative art projects for the youth. Participants included Standing Rock schools and Turnaround Artists Alfre Woodard, Dave Matthews, and others.

GOALS & IMPROVEMENTS

List your goals for 2016 and indicate whether or not they were met.

- Replace peeling and faded interpretive panels. This fundraising project is 50% completed.



Theodore Roosevelt National Park North Unit Scenic Byway

Completed by: Eileen Andes, Chief of Interpretation & Public Affairs

ORGANIZATIONAL DEVELOPMENT

- Federal Government-National Park Service.
- 10 volunteers in the North Unit of Theodore Roosevelt National Park.

CORRIDOR MANAGEMENT

County: McKenzie State designation: 2000

#1 intrinsic quality: Natural #2 intrinsic quality: Wildlife



MARKETING

Describe your marketing efforts for 2016 and identify if you are aware of any immediate impact.

- Park rack cards were distributed to local CVB's and ND Tourism.

What marketing plans do you have for 2017?

- We will continue to distribute rack cards and visitor guides.



VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your byway area.

- National Park Service Centennial celebrations.

If available, provide any feedback given by travelers about their byway experience.

- Events were well received.

ECONOMIC IMPACT

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- The interest remains about the same.

PROGRAM ASSESSMENT

List any immediate concerns or challenges facing your byway.

- Constant erosion and slumping make the byway costly and challenging to maintain and safely keep open to the public.
- Adequate funding is not always forthcoming.



Turtle Mountain Scenic Byway

Completed by: Mae Streich, Byway Co-Coordinator

ORGANIZATIONAL DEVELOPMENT

- Non-profit administered via Bottineau and Rolette County.
- 10 volunteers.
- Attended the ND Tourism Conference.

CORRIDOR MANAGEMENT

Counties: Bottineau, Rolette State designation: 1998
#1 intrinsic quality: Scenic #2 intrinsic quality: Culture

Describe any significant changes or updates to your Corridor Management Plan.

- Adding loop into Turtle Mountain Indian Reservation.

MARKETING

Describe your marketing efforts for 2016.

- Turtle Mountain Guide; TV ad in Minot Market; Turtle Mountain Star Tourism Guides; radio ads; magazines; newspaper articles.



FUNDRAISING/GRANTS

List any fundraising events held in 2016.

- Mystical Horizons and Coghlan Castle tours.

VISITOR EXPERIENCE

List at least one annual event held along or in the vicinity of your byway that increases the number of visitors to your byway area.

- St. John Days; International Music Camp/International Peace Garden performances and events; Equinox and Solstice at Mystical Horizons; Harley Davidson Minot Motorcycle fall colors tour.

If available, provide any feedback you have received.

- Lots of varied activities and events occur along the byway on an annual basis. for tourists with diverse budgets.

ECONOMIC IMPACT

Are communities/businesses becoming more involved, less involved, becoming uninterested, or remaining the same, as far as their desire to be a byway stakeholder?

- Same interested parties with fewer hours and money to commit as volunteers.

Based on your previous response, what efforts are being done to obtain this type of involvement along your byway?

- Turtle Mt. Tourism Association is working with Turtle Mt. Band of Chippewa on Nationwide Indian Country project.

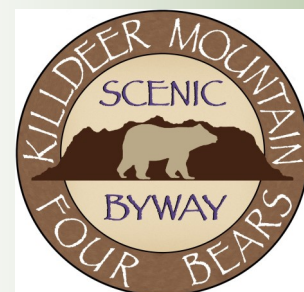


PROGRAM ASSESSMENT

List any immediate concerns or challenges facing your byway.

- The ongoing challenge of funding and involvement.
- Loss of Turtle Mountain State Forest threatens scenic intrinsic quality.
- Need interpretation of the 70 tower wind farm by St. John.

Be on the lookout for these logos!



www.facebook.com/northdakotabyways



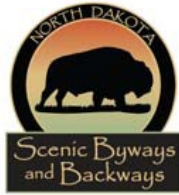
North Dakota Scenic Byway Program

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North Dakota Scenic Byway Program

Byway & Backway Leaders

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Old Red Old Ten Scenic Byway

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Rendezvous Region Scenic Backway

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Sakakawea Scenic Byway

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Sheyenne River Valley National Scenic Byway

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Standing Rock National Native American Scenic Byway

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Theodore Roosevelt North Unit Scenic Byway

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Turtle Mountain Scenic Byway

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The North Dakota Scenic Byway Program is administered through a cooperative effort between the North Dakota Department of Transportation and the North Dakota Parks and Recreation Department.



North Dakota Scenic Byway Program

2016 Annual Report

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